

2016 LOS ANGELES FLEET WEEK ASSESSMENT AND SURVEY FINDINGS

PREPARED FOR THE U.S. NAVY CHIEF OF INFORMATION (CHINFO)

OCTOBER 2016

KEY FINDINGS

- Fleet Week works. LA Fleet Week exceeded 2016 Fleet Week Goals on Amount Learned About the Navy, Increased Favorability Toward the Navy, Likelihood to Recommend the Navy and Engagement With the Navy.
- Over three-quarters are “extremely satisfied” with the event, and nearly as many say it made them “much more favorable” toward the Navy.
- Three-quarters strongly agree the event gave them the ability to interact with the Navy, while two-thirds say it helped them understand more about what the Navy does.
- Three in five say it made them want to learn more about the Navy and helped them understand more about opportunities in the Navy.
- Nine in 10 (92%) say they learned “a lot” or “some” about the Navy from the event.
- A majority are “extremely likely” to encourage young people to consider joining the Navy, and more than two-thirds say they will recommend Navy events to others.



2016 FLEET WEEK GOALS AND PERFORMANCE — LA

Stated Goal	2016 Navy Week Goal	Los Angeles Fleet Week
At least 70% of those attending a Navy Community Outreach Event indicate they learned some or a lot about the Navy.	70%	92%
At least 50% of those attending a Navy Community Outreach Event indicate the experience made them more favorable to the Navy.	50%	94%
At least 30% of those attending a Navy Community Outreach Event indicate they are more likely to recommend serving in the Navy to someone they know.	30%	79%
At least 25% of those attending a Navy Community Outreach Event indicate they spoke with someone or went online and discussed their experience with the Navy.	25%	38%

METHODOLOGY

- **2,804** in-person interviews over four days for Fleet Week at Los Angeles waterfront, San Pedro, Sept. 2-5, 2016
- **1,747** participants provided contact information to be re-contacted via telephone interview up to one month later
- Re-contact survey fielded via telephone Sept. 19-28, 2016
- **520** participants completed re-contact interviews

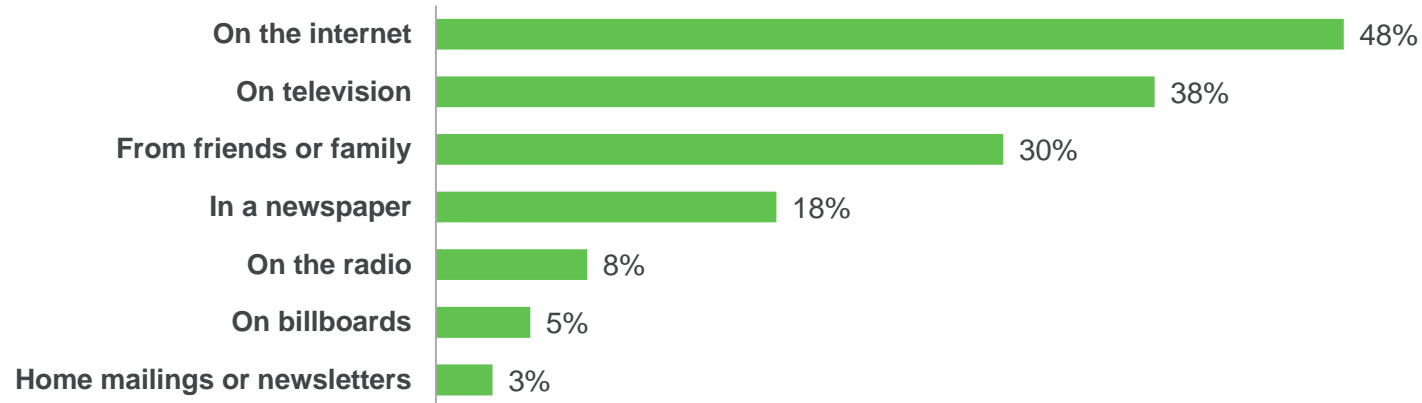


** Due to the research design for this effort, findings should be used for general guidance. Research cannot be projected to the Los Angeles population.*

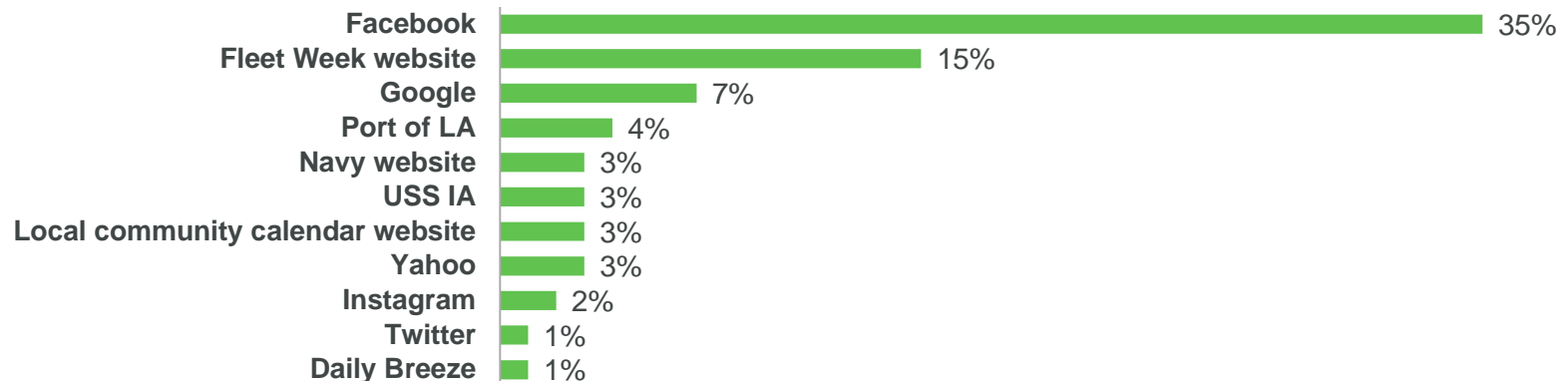


HALF LEARNED OF THE EVENT ON THE INTERNET; FACEBOOK AND FLEET WEEK WEBSITE WERE MOST COMMON INTERNET SOURCES

*Regardless of the events you attended, where did you read, see or hear information about Fleet Week?
(Asked of those re-contacted, n=479; net of three responses)*



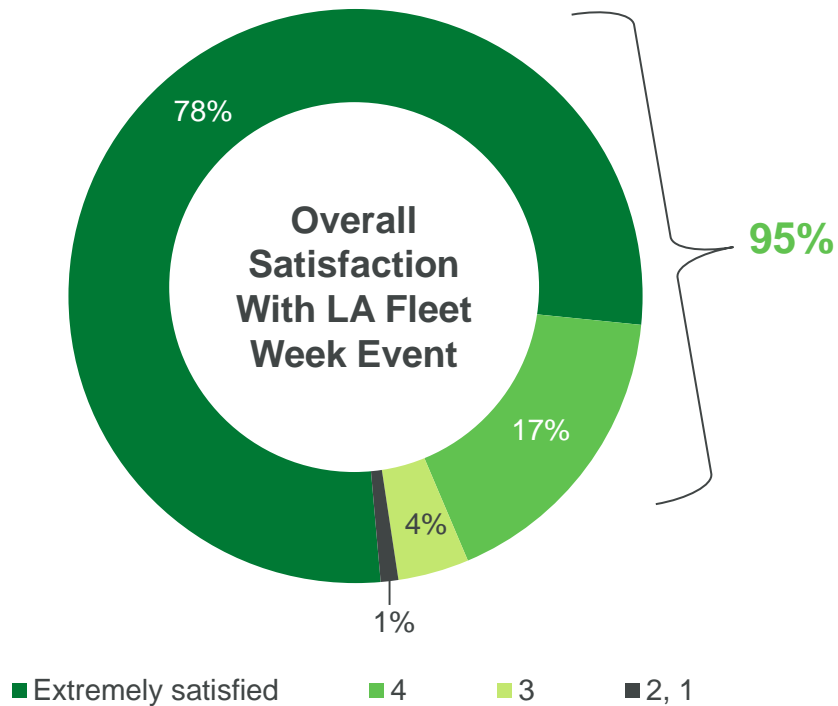
*On what specific websites did you see or read information about Fleet Week?
(Asked of those re-contacted, n=227; net of three responses)*



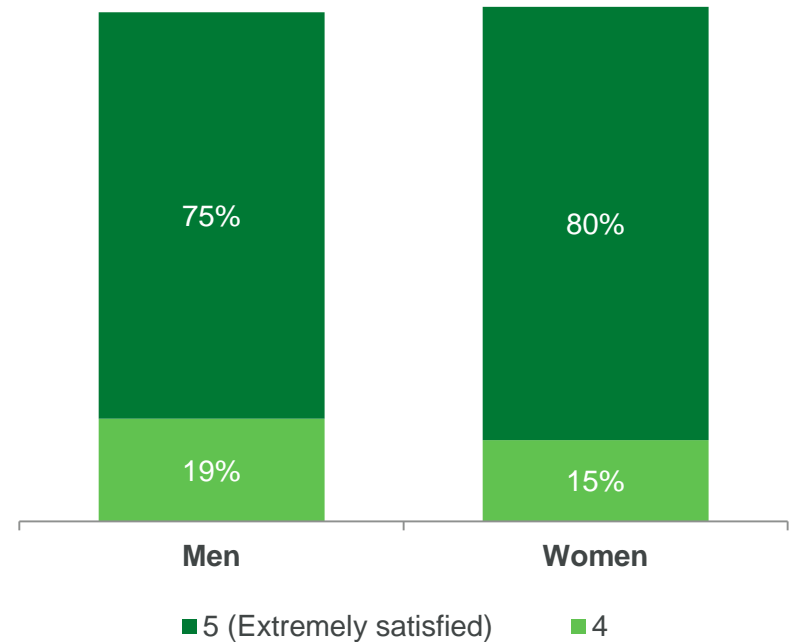
LA ATTENDEES ARE HIGHLY SATISFIED WITH THE EVENT THEY ATTENDED

MEN AND WOMEN EXPRESS SIMILAR LEVELS OF SATISFACTION

Overall Satisfaction With LA Event

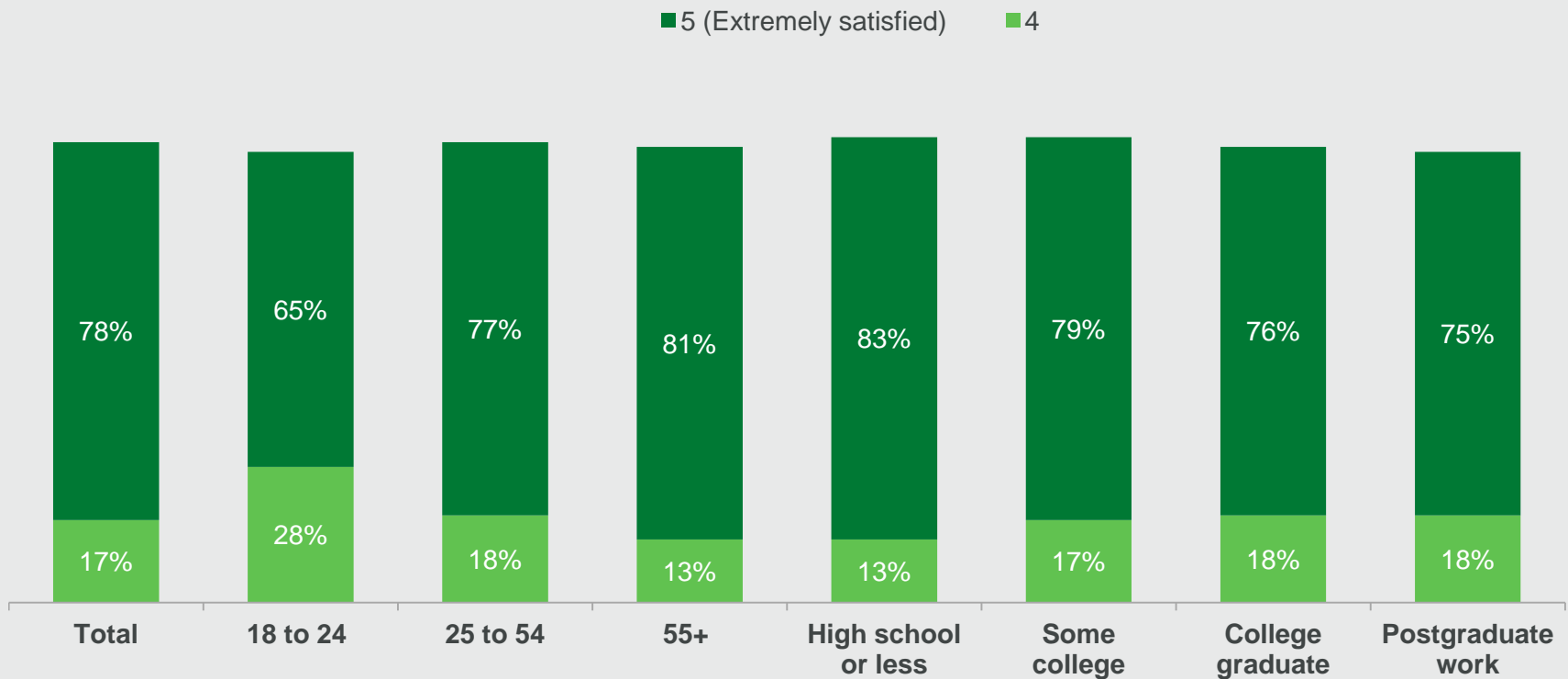


Overall Satisfaction With LA Event



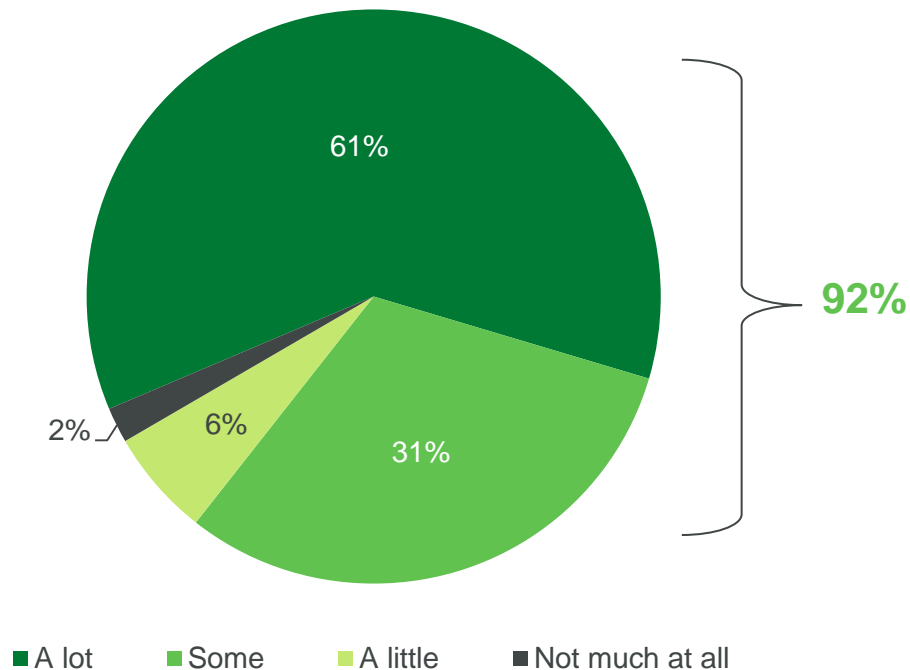
SATISFACTION WITH LA EVENT RISES WITH AGE; LOWER AMONG COLLEGE GRADS AND POSTGRADS

Overall, on a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied were you with the event you attended today?



NINE IN 10 LA ATTENDEES LEARNED “A LOT” (61%) OR “SOME” (31%) FROM THE EVENT

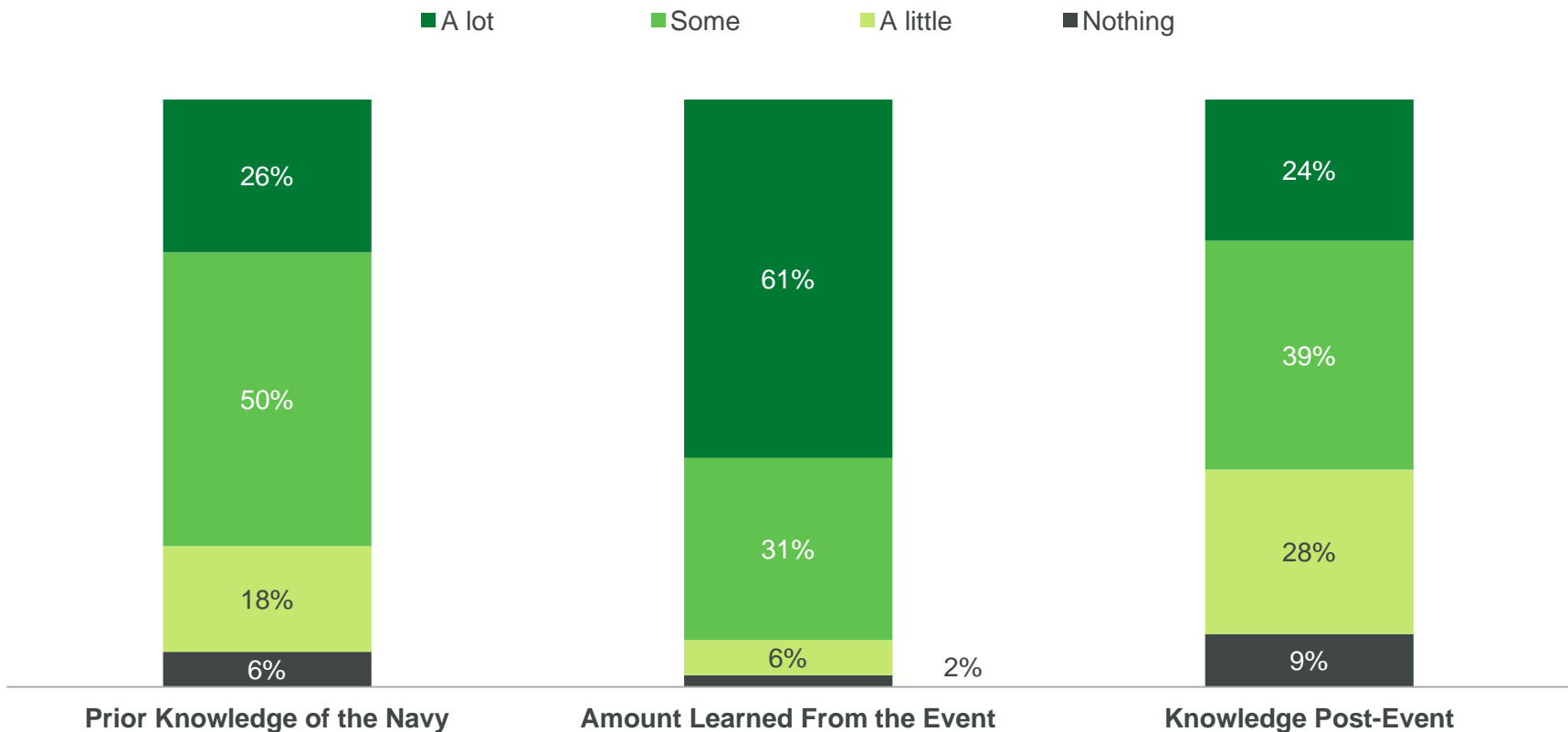
Amount Learned at LA Event



DESPITE CLAIMING HIGH LEVELS OF LEARNING AT THE EVENT, PERCEIVED KNOWLEDGE OF NAVY ERODES AFTER THE EVENT

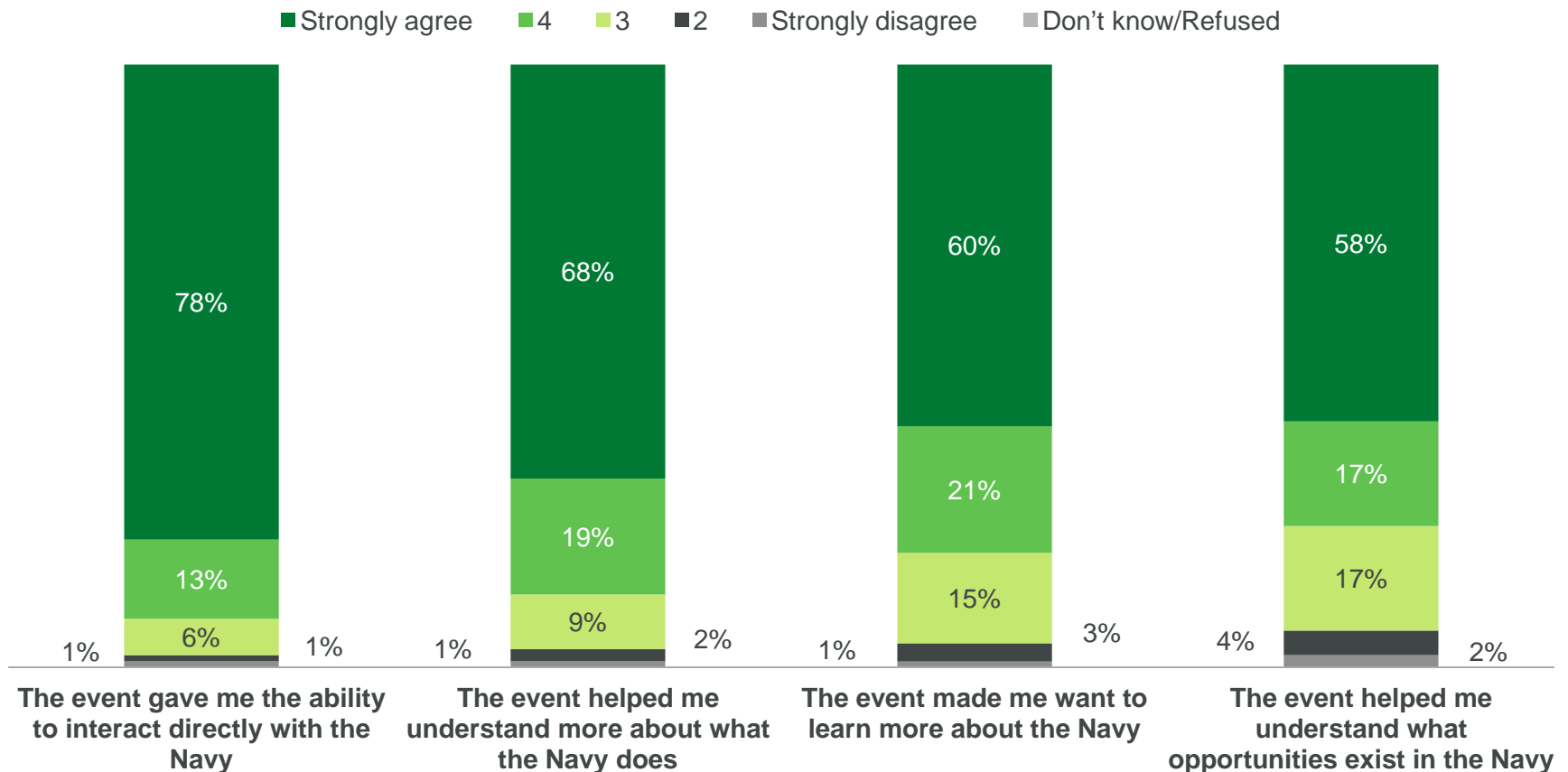
Event: How much did you know about the Navy prior to today's event: A lot, some, a little or nothing?

Re-contact: Please let me know if you feel like you know a lot, some, a little or nothing about the Navy.



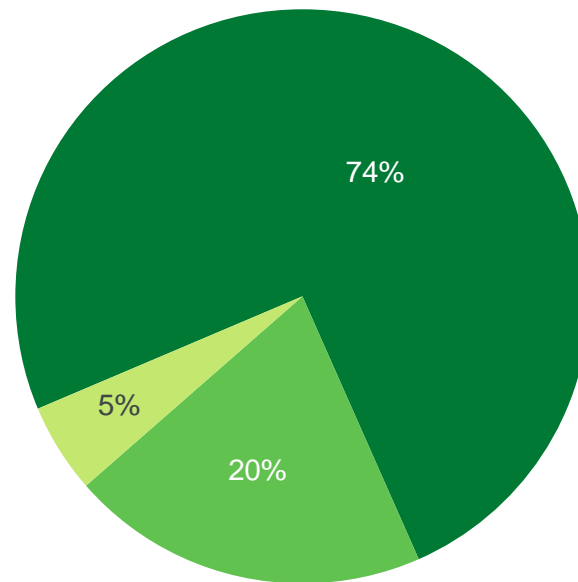
THE EVENT SUCCEEDED AT GIVING PARTICIPANTS THE ABILITY TO INTERACT DIRECTLY WITH THE NAVY AND HELPING THEM UNDERSTAND MORE ABOUT WHAT THE NAVY DOES

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with each of the following aspects of the event you attended today?



THREE IN FOUR ARE MUCH MORE FAVORABLE TOWARD THE NAVY BECAUSE OF THE LA EVENT

On a scale of 1 to 5, where 1 is much less favorable and 5 is much more favorable, please tell me how favorable today's event made you feel toward the Navy.

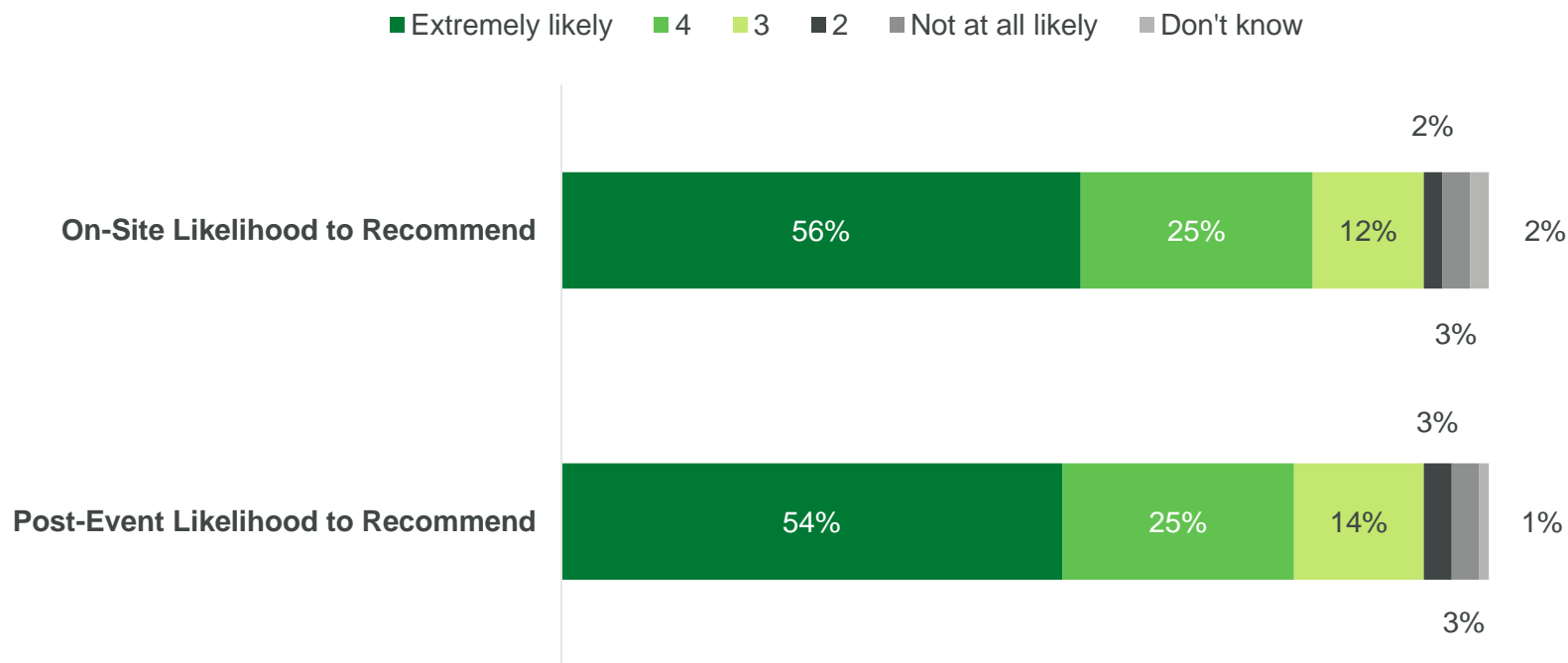


■ Much more favorable ■ 4 ■ 3 ■ 2 ■ Much less favorable

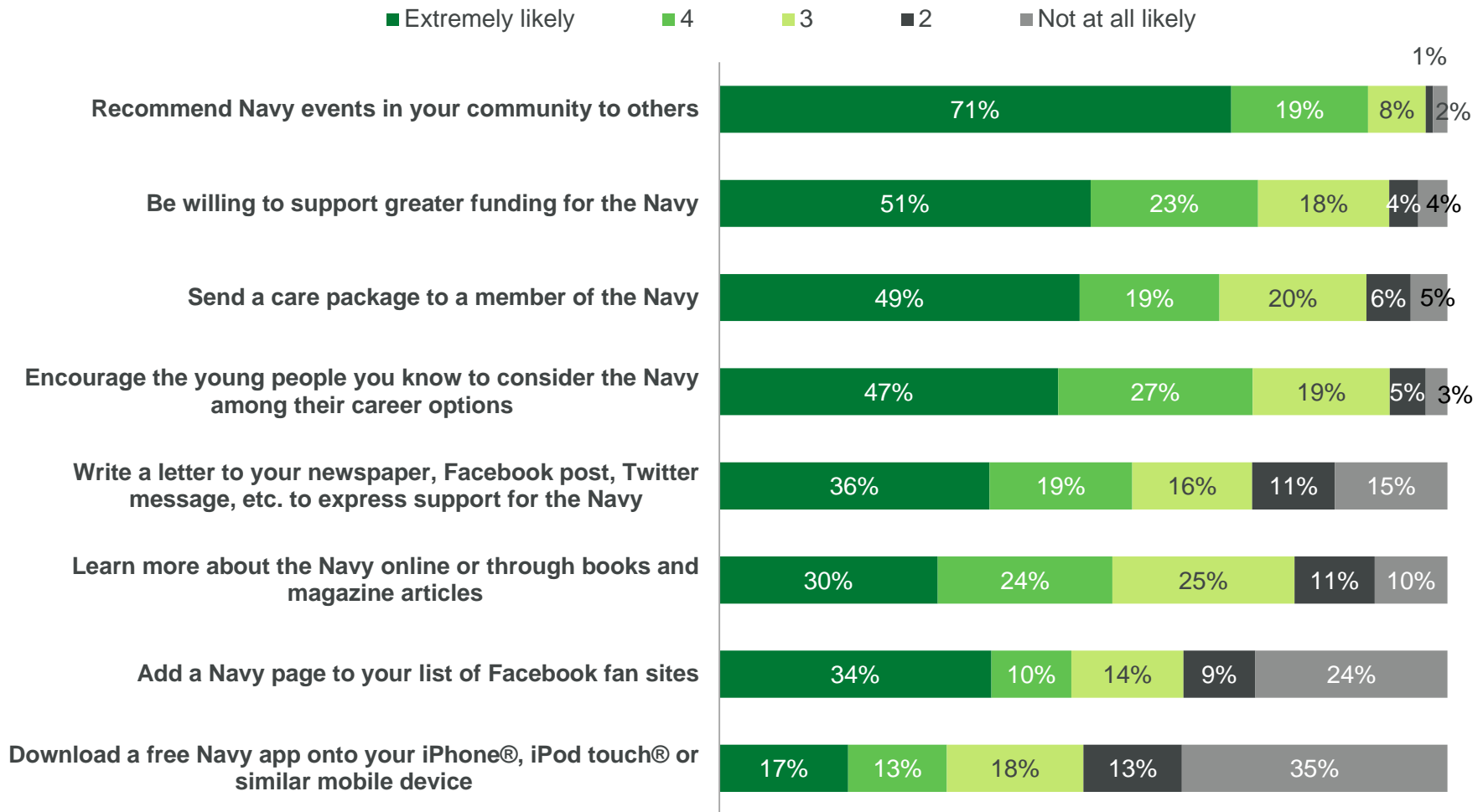
ON-SITE AND POST-EVENT LIKELIHOOD TO RECOMMEND THE NAVY ARE SIMILAR

On-site: Suppose you had a child or grandchild who was considering entering the military. How likely would you be to recommend each of the following branches of the U.S. military? Use a five-point scale, where 5 means extremely likely and 1 means not at all likely. How about the Navy?

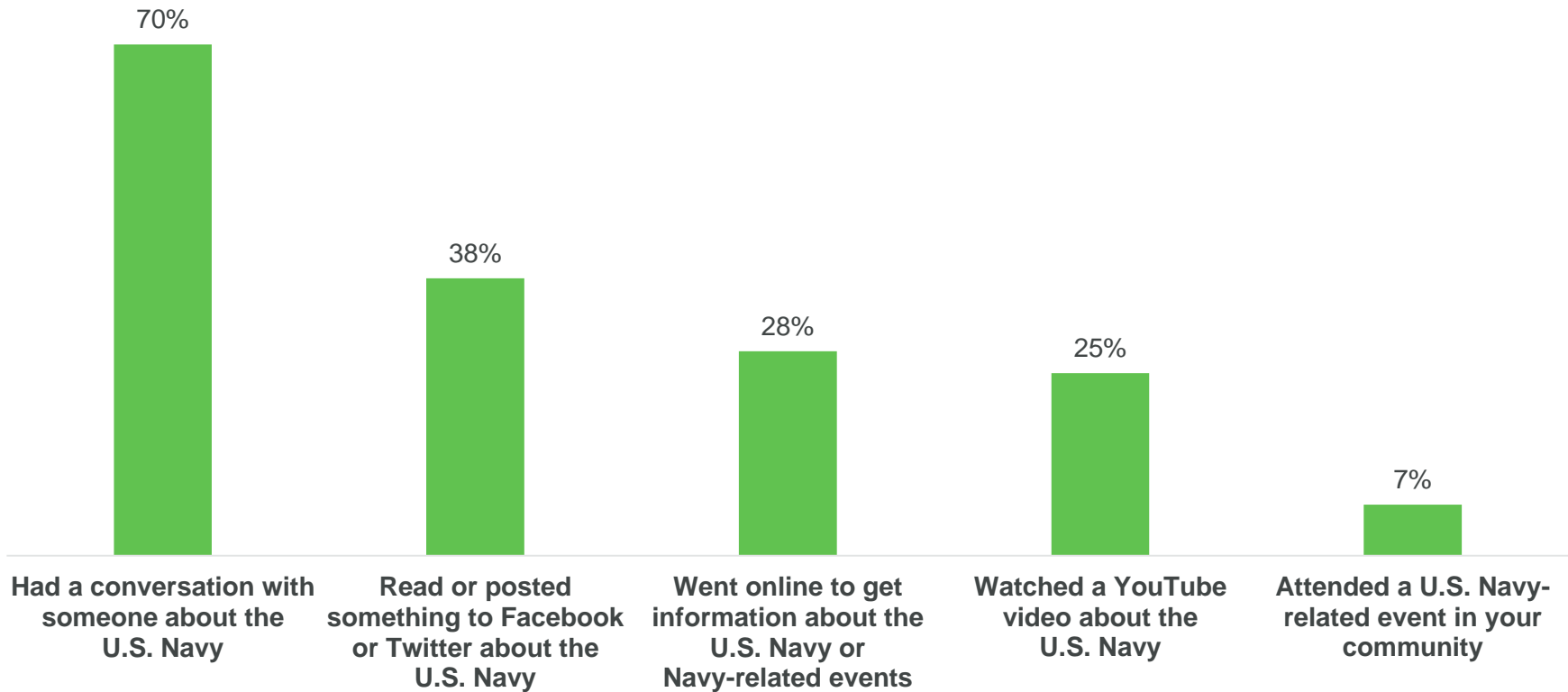
Re-contact: Suppose you had a child or grandchild who was considering entering the military. How likely would you be to recommend each of the following branches of the U.S. military? Use a five-point scale, where 5 means extremely likely and 1 means not at all likely. How about the Navy?



ATTENDEES MOST LIKELY TO RECOMMEND NAVY EVENTS AND SUPPORT GREATER FUNDING FOR THE NAVY; LEAST LIKELY TO DOWNLOAD THE NAVY MOBILE APP



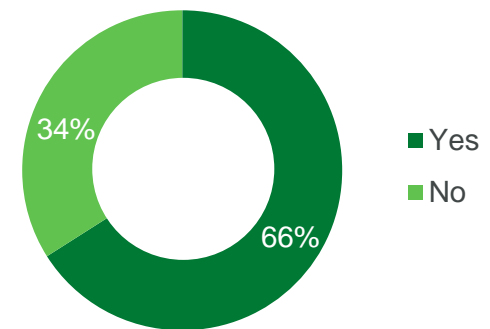
SEVEN IN 10 LA ATTENDEES HAD A CONVERSATION ABOUT THE NAVY AFTER FLEET WEEK; MORE THAN ONE IN THREE READ OR POSTED ABOUT THE NAVY ON FACEBOOK OR TWITTER



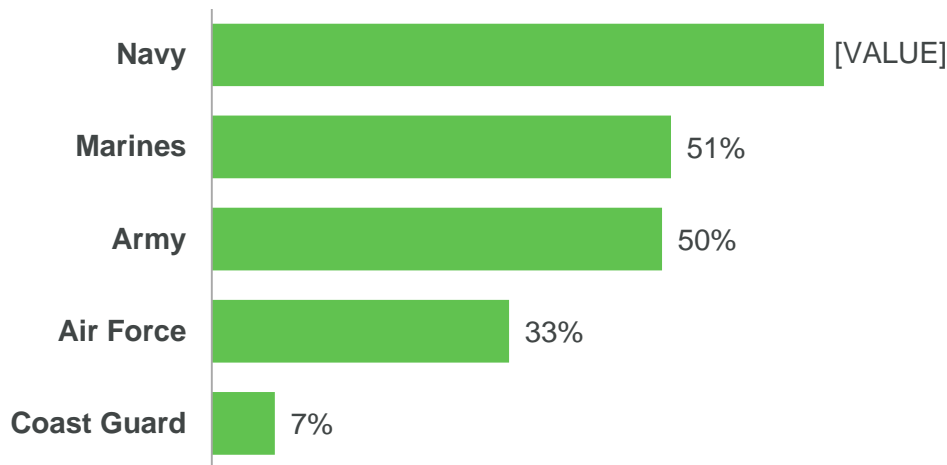
TWO IN THREE ATTENDEES REMEMBERED INFORMATION ABOUT THE MILITARY ONE MONTH AFTER FLEET WEEK; OF THOSE, TWO-THIRDS WERE EXPOSED TO INFORMATION ABOUT THE NAVY

- Respondents remembered information about the Navy, Marines and Army more than other branches.
- The internet and television were the top sources for information about the military.

In the past 30 days, have you read, seen or heard anything about any branches of the U.S. military?



*Which branches have you read, seen or heard anything about in the past 30 days?
(Net of three responses)*



*Where did you most recently read, see or hear about the military?
(Top five responses)*

